

Marketing Maconaquah



Maconaquah School Corporation is Making it Happen!



Maconaquah Elementary students contact the International Space Station, August 2015.

WE ARE a rural school corporation located in Bunker Hill, Indiana, and we serve about 2,300 students from the southern half of Miami County and surrounding communities. The poverty rate among children in our county is about 23 percent.

OUR STUDENTS & FAMILIES are about 88 percent Caucasian, and only about one percent of students are English as a New Language (ENL) students. More than 55 percent of our students take advantage of free and reduced lunch prices.

OUR TEACHERS are incredible! All of our teachers receive extensive professional development in technology and Science, Technology, Engineering and Math (STEM) Education to stay up-to-date with our 1:1 computing and K-12 STEM initiatives.

OUR PROMISING PRACTICE is our marketing and public relations strategy. Maconaquah places emphasis on not only being a leader in everything we do, but sharing the good news that happens every day in our school buildings. Through the efforts of our administration, Public Relations Committee, and Grant Writer and P.R. Officer, Maconaquah's successes reach audiences both far and wide.

OUR STEPS In 2011, Maconaquah formed a Public Relations Committee, which meets monthly to discuss the P.R. and marketing strategies of the corporation.

When it was formed, one of the objectives of the committee was to actively advertise the corporation's success as well as seek grant funding for future initiatives. Through excellent alumni relations, Assistant Superintendent Dr. James Callane was able to secure funding in 2013 to employ a grant writer and media specialist for three years. Maconaquah School Corporation hired Eric Stoff to fill this position in 2014.

Mr. Stoff has about \$250,000 in various grants and has several new P.R. initiatives. These include sharing several press releases with newspapers every week, expanding the use of social media, and highlighting large scale events to reach beyond local news outlets into regional, state, and national markets.

IN OUR OWN WORDS Maconaquah's success with marketing and P.R. initiatives are noticed by all members of its community. Assistant Superintendent Dr. James Callane said that the "proactive" sharing of Maconaquah's successes has brought in more than 150 transfer students this year, and it has led to opportunities of presenting at state and local conferences.

Maconaquah High School student Jacob Feazel said the corporation has great presence on Facebook and Twitter. "I see Maconaquah literally every time I get on Facebook or Twitter (with) information on a school event or giving me the final score of a Mac game," he said.

Parent and community member Jeanette Merritt said she is "very impressed" with the media coverage Maconaquah receives.

"At least once a week I read a story in our local newspaper highlighting the activities of our students," she said. "And these aren't just sport coverage stories. These articles are speaking about STEM activities the students are doing."

Merritt added that friends of her children live outside the school district, but "choose to attend Maconaquah because of the good work that is being done in the school system and the positive messages that are being shared."

For more information about our school or corporation, email: callanej@maconaquah.k12.in.us or visit our website: www.maconaquah.k12.in.us